

# TACKLING PREVENTION THROUGH GREATER INTERVENTION



2008  
ANNUAL  
REPORT



**Burn  
Prevention  
Foundation**  
PREVENTION THROUGH EDUCATION

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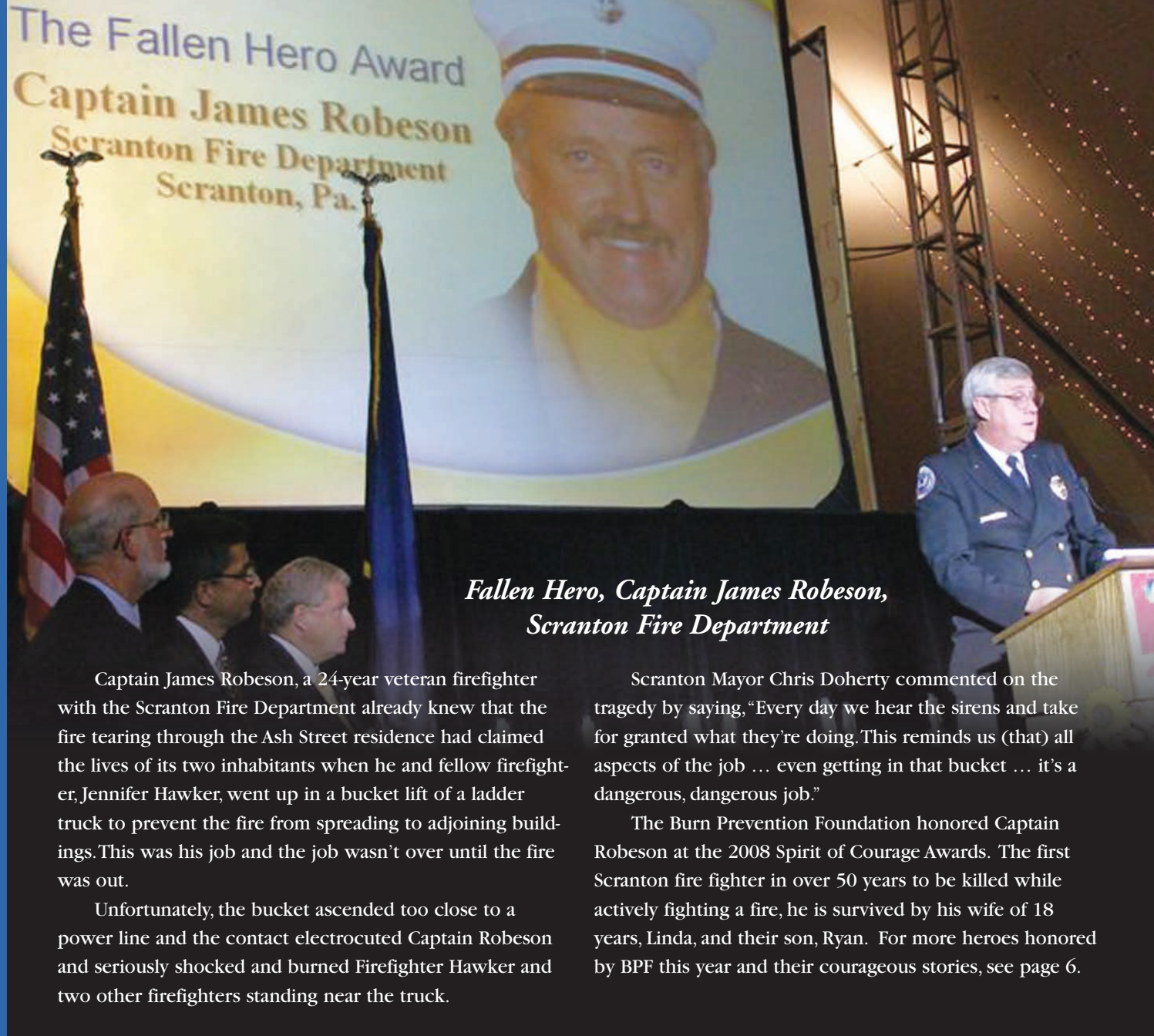
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*Captain Robeson's son, Ryan, accepts the Fallen Hero award on his father's behalf.*



### *Fallen Hero, Captain James Robeson, Scranton Fire Department*

Captain James Robeson, a 24-year veteran firefighter with the Scranton Fire Department already knew that the fire tearing through the Ash Street residence had claimed the lives of its two inhabitants when he and fellow firefighter, Jennifer Hawker, went up in a bucket lift of a ladder truck to prevent the fire from spreading to adjoining buildings. This was his job and the job wasn't over until the fire was out.

Unfortunately, the bucket ascended too close to a power line and the contact electrocuted Captain Robeson and seriously shocked and burned Firefighter Hawker and two other firefighters standing near the truck.

Scranton Mayor Chris Doherty commented on the tragedy by saying, "Every day we hear the sirens and take for granted what they're doing. This reminds us (that) all aspects of the job ... even getting in that bucket ... it's a dangerous, dangerous job."

The Burn Prevention Foundation honored Captain Robeson at the 2008 Spirit of Courage Awards. The first Scranton fire fighter in over 50 years to be killed while actively fighting a fire, he is survived by his wife of 18 years, Linda, and their son, Ryan. For more heroes honored by BPF this year and their courageous stories, see page 6.

# LEADERSHIP MESSAGE

We live in interesting times. After 9-11, the Burn Prevention Foundation was tested as it was never tested before. Then, the nation's economic and emotional tenor faltered, and I believe that what has happened to the American economy in the past year is an extension of the need for America to grapple with responsibilities, accountabilities and the inability to accept that this contraction is needed to rebuild a different, more robust America. At issue is character. No longer is it America on the Take, but rather America on the Mend.

That being said, the Burn Prevention Foundation has exceeded its own expectations over the past 5-6 years, by being prudent and building programs that meet real needs and that are accountable. Our balance sheet looks very good; our debt is nearly nothing. We shed a lot of unnecessary expense, and have beefed up our productivity with the addition of some new hard-working professionals. The Burn Prevention Foundation Board of Directors – especially its dedicated Executive Committee – has persevered with us, helping to support the many events we have established to add to our revenue, through participation and sponsorships. Grant writing has been my personal domain, and with some very precise objectives, we continued to receive over \$184,000 last year in grants that allow us to continue or introduce new programming. The EITC tax credit has also been a major contributor to our funding, and we thank Air Products & Chemicals, Inc., Schulykill Energy, Capital Blue Cross, LVPHO, Spectrum Administrators, Valley Preferred and PPL for making available EITC funds this past year. In the marketing arena, we are seriously considering a name change, since our brand identity is confusing to some. More on that later.

In the marketplace we serve, there are continuing concerns related to accountability and volunteerism that make us realize the importance of what we do:

- Studies done have continued to report sharp drops in volunteer firefighters throughout the state.
- Burn prevention programming for rural and suburban families must be targeted very differently than those developed for urban life.
- Funding for much needed programs such as Juvenile Firesetters continues to be difficult to attract.
- Much needed program expansion such as Home Safe Home may be impaired by the economic climate ahead.
- The future of the non-profit sector is being challenged by an economy that is particularly precarious to the corporate sector, on which we so depend.

Through the past year, the Foundation forged ahead, with the critical support of the Lehigh Valley Health Network and major sponsors such as Valley Preferred and PPL. As partners, we have complementary missions, and much has been accomplished because of it. We intend to continue on our aggressive pace to help reduce burns in the region, and to support the fire prevention community, and the emergency medical community.

We hope that each of you, when called into volunteer service, whatever it may be, will step up. We are grateful for those who do here, and thank you for whatever philanthropic efforts you plan to make wherever over the upcoming year.



B. Daniel Dillard, Executive Director  
daniel.dillard@lvh.com



*B. Daniel Dillard*  
Executive Director

## *Strategic Objectives*

1. Adjust primary service area to facilitate the highest level of quality regional burn care and prevention education.
2. Improve brand recognition by establishing a comprehensive marketing plan.
3. Initiate a proactive planned giving development program.
4. Enhance ability to reach customers/constituents with online program resources.
5. Create significant partnerships with the fire and emergency services sector.
6. Enhance value to principal partners.

# COMMUNITY EDUCATION

## *Reconciling Good Intentions with Real Results*

With approximately 5,000 fire and burn deaths and 600,000 burn injuries in America every year, according to the American Burn Association, community education remains vital to preventing burn injuries. The Burn Prevention Foundation's community education programs seek to educate children, teens and adults about fire and burn safety. The challenges that come along with these tasks involve determining how to reach different audiences, age groups and demographics in the most effective way. Successful and sustainable community education depends upon a fundamental understanding of each community and being able to tailor each program to the specific socioeconomic and demographic needs within it. For example, consideration of language, the venue through which the information is conveyed, and the time in which messages are constructed, will impact effectiveness.

BPF encountered this challenge when designing its Home Safe Home infant & toddler scald prevention initiative. The original program plan was designed for a traditional, middle-class family and targeted for wide-

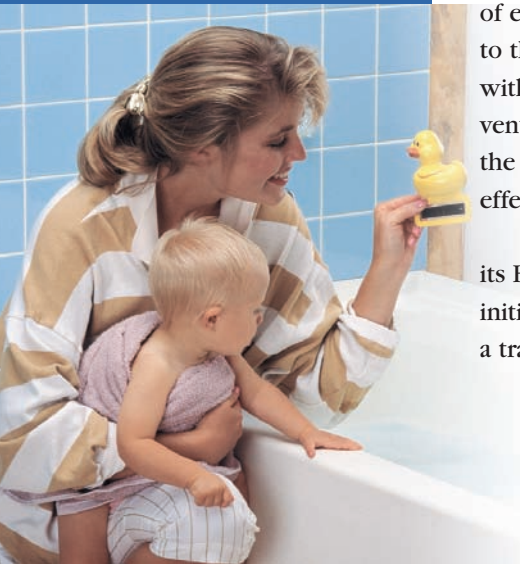
spread distribution. However, further investigation found that 52% of the pediatric scald burn admissions to Lehigh Valley Hospital's regional burn center (from a targeted area consisting of 22 zip-codes) came from eight areas where the median family income was well below the state median. For the three geographic areas within those eight regions with the highest incidence rate, BPF uncovered the following statistics:

- The median age of the population is 32.8 years, significantly lower than the norm
- There are more women than men.
- 58% of all births are to unmarried women.
- 23% of adults lack a high school diploma and only 6% have a graduate or professional degree.
- One-third speak a primary language other than English, mostly Spanish.
- The median household income is \$36,630 and 10% earn less than \$10,000 per year.

With this information, BPF restructured its program to reach those families that were, in fact, at the highest risk for infant and toddler scald burn injuries. The lesson learned: *an education program will not be effective unless it intervenes with those at greatest risk.* Only then can there be a remedy for a problem at its source and produce actual results.

*"All things considered, the numbers that matter the most in the prevention education arena are not the number of people we reach, but the number of injuries we prevent."*

*B. Daniel Dillard  
Executive Director  
Burn Prevention Foundation*



# COMMUNITY EDUCATION

## *Great Escape: Families Create Emergency Plans at Home*

Another teacher-directed program in the classroom, The Great Escape targets students in grades 5-8 and their families, teaching them the importance of planning an escape from their homes in the event of a fire and how to diagram and practice that escape plan. A lesson plan, student worksheet with instructions, a grid for diagramming an escape route and an instructional DVD walk students and their families through the often-overlooked task of mapping out and implementing their escape in case of a fire emergency.

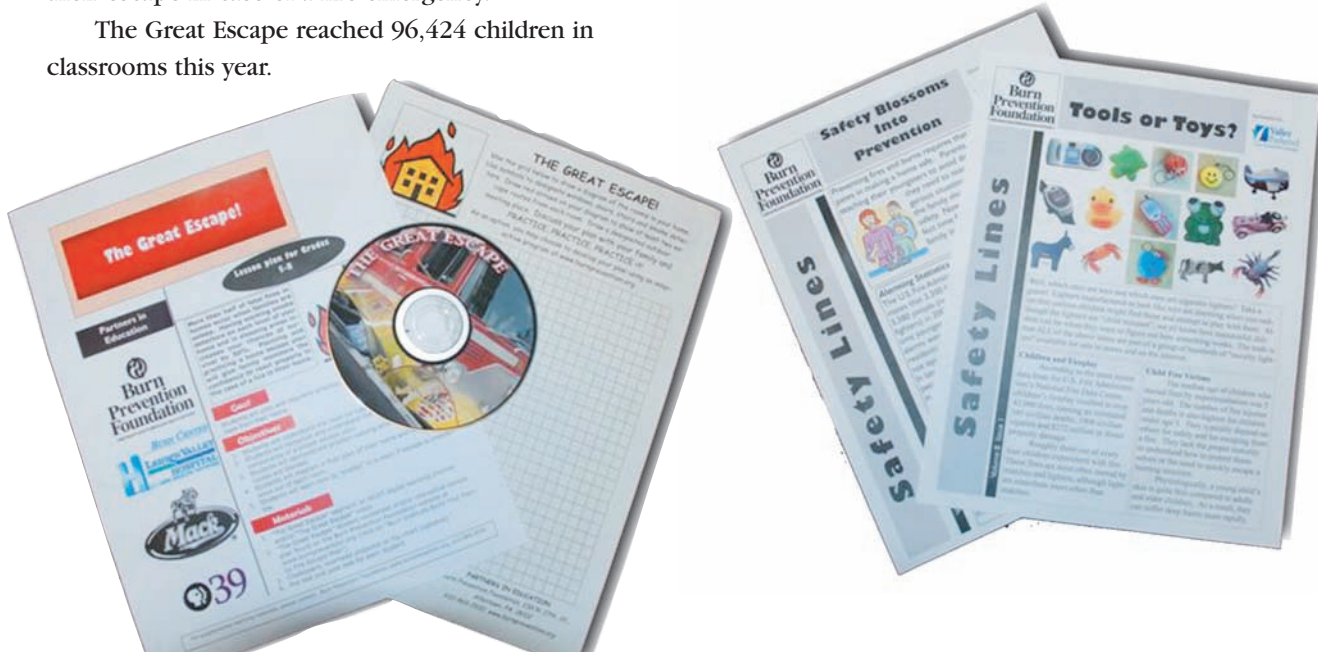
The Great Escape reached 96,424 children in classrooms this year.

## *Safety Lines Network: Caregivers Gain Important Insights*

The Safety Lines Network provides fire and burn safety information and prevention strategies to caregivers of the most vulnerable age group for devastating burn injuries: preschool age children. Reaching 44,204 mothers this year, quarterly newsletters filled with fire and burn safety facts and information were distributed to early care centers and preschools within the network, who then distribute the information to the parents and caregivers of their centers.

*"I found The Great Escape program easy to introduce to my 6th grade health classes and very informative for everyone involved. The students were very eager to map out fire escape routes during the floor plan activity and discuss a central meeting place with their families in case of an emergency."*

*Tracy Hartenstine  
Health & Physical  
Education Teacher  
Orefield Middle School  
Parkland School District*



# COMMUNITY EDUCATION

*“Working with the Burn Prevention Foundation and the Juvenile Fire Setters Program has been most rewarding. I have seen dozens of youth enter the program and leave with an education that will stay with them for life; I have been involved for several years and have yet to see a repeat offender.”*

*Robert C. Scheirer  
Fire Chief/EMC  
Allentown Fire Department*

## ***SDRCC: Students Practice Fire Safety and Prevention Exercises***

The Stop, Drop, Roll, Cool & Call (SDRCC) program taught 122,325 students in grades 2-5 this year. SDRCC provides a teacher-directed curriculum that integrates fire safety education with the major academic areas. Activities focus on teaching steps to extinguish clothing fires; first aid for burns; how to call 911; what constitutes

an emergency; and how to prevent clothing fires. Including an instructional DVD featuring former Eagle Pro-Safety and BPF’s Burn Prevention Classic host, Brian Dawkins,

*Eighty-five percent of all students in grades 1-3 in BPF’s 20-county service region participate in children’s fire and burn safety programs.*

*Seen here: AFD firefighter and student at Allentown’s Fire Safety House.*

a complete lesson plan and pre- and post-tests, the program trains students who then take home this valuable prevention and safety information.

## ***Fire Safety House: Children Find Their Way to Safety***

They learn: where there’s smoke, there’s fire. Every year, BPF partners with local fire companies to offer the Fire Safety House program at 28 foot, these two-story “classrooms” are designed to resemble an actual home. A hidden operator dispenses non-toxic “smoke” to simulate a smoke-filled home as children are trained to crawl to safety. This real-world scenario provides students with hands-on learning of fire and burn safety tips, how to use smoke detectors, how to escape safely from a fire, and how to interact safely and efficiently with 911 operators and firefighters. This year, 14,726 children and 2,867 adults participated in a Fire Safety House demonstration, doubling the number of adults since last year. Eight regional Fire Safety Houses are in operation today, available in the following counties: Berks; Upper Bucks; Carbon; Lackawanna; Lehigh; Luzerne; Monroe; Northampton; Schuylkill; and Warren, NJ.



# COMMUNITY EDUCATION

## ***Spark of Knowledge Curriculum: A New Standard for JFS Programs***

Commissioned by the Pennsylvania State Fire Commissioner's Office, BPF developed A Spark of Knowledge as a standard for regional juvenile fire setting (JFS) intervention programs to meet the goals of the Pennsylvania Intervention Protocol. Now the designated-curriculum for all JFS regional programs in Pennsylvania, the package offers age-appropriate, comprehensive lesson plans covering topics ranging from the components of fire and its practical use, to understanding the fire service and the consequences of one's actions. The goal of BPF and the PA State Fire Commissioner's Office is to increase the presence of JFS programs throughout the state, preventing juvenile fire setting incidents before they occur.

### ***JFS Program Partners***

Allentown Fire Department  
Bethlehem Fire Department  
Burn Prevention Foundation  
Easton Fire Department  
KidsPeace  
Pennsylvania Bureau of Forestry  
Pinebrook Services  
Trexlerstown Fire Department

## ***Juvenile Fire Setters Intervention: A Collaborative Approach for Success***

The Burn Prevention Foundation tackles the epidemic of child fire play and juvenile fire setting behaviors with its Juvenile Fire Setter Intervention and Treatment Program (JFS). A comprehensive, community-wide network of parents, prevention education experts, school counselors, law enforcement and fire investigation and training units provide a proactive approach to juvenile fire setting. With the short title of P.E.T. (Prevention, Education and Treatment), the program aims to decrease and prevent fire-play and curiosity fire-setting behaviors in children through the provision of a seamless continuum of programs, counseling and follow-up interviews, based on the scope and severity of the problem in each case. This year, 38 children went through this program. Recidivism rates for juveniles who participate in this program are very low.



*"The success of the Juvenile Fire Setter Intervention Program is a direct result of the Burn Prevention Foundation's vision of creating a community alliance that provides the children and their families with the necessary resources to help alter behavior."*

*Samir (Sam) Ashmar  
Fire Marshal  
Trexlerstown Fire Company*

*"A Spark of Knowledge is a highly effective and user-friendly fire safety education curriculum designed specifically for delivery to juvenile fire setters. Because it's so successful, it has been adopted by Pennsylvania as the 'official' state fire safety curriculum for juvenile fire setter intervention."*

*Paul E. Reichenbach  
Public Education  
Information Specialist  
Office of the State Fire Commissioner*

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*Greg Kile at podium, Valley Preferred, Key Presenting Sponsor*



# VALLEY PREFERRED SPIRIT OF COURAGE AWARD CELEBRATION

On September 16, 2008, the Third Annual Valley Preferred Spirit of Courage Award Celebration honored local heroes who risked their lives to save someone from a fire, as well as individuals, groups and organizations that have done outstanding jobs educating the community about fire safety and burn prevention. The dinner and award ceremony once again took place under a “Big Tent” at Lehigh Valley Hospital’s Muhlenberg campus in Bethlehem. Sponsored by Valley Preferred, net proceeds of \$48,000 benefitted the Regional Burn Center at Lehigh Valley Hospital and the Burn Prevention Foundation. Local media personality Ken Matthews served as master of ceremonies for an elegant and touching evening honoring the bravery and determination of the award recipients.

*“This initiative grew out of our desire to recognize the many ‘heroes’ in our community who are part of our team. It is our goal to bring together those who care for burn injury patients throughout the continuum of care from the scene to recovery and through burn prevention. This link to the community is vital in our efforts to provide awareness of burn injury, treatment, and services. It is a very simple way to say thank you to the many firefighters, emergency medicine and first responders in our community.”*

**Jaqueline Fenicle**  
*Director of Patient Care Services  
Lehigh Valley Health Network Regional  
Burn Center and Burn Recovery*

### ***2008 Spirit of Courage Award Recipients***

- Jamie Hauze (Bethlehem)
- Firefighter Wayne Steele, Capt. Matthew Hernandez, Lt. Shawn Anderson, Deputy Chief Scott Kulp, Police Officers Craig Reinhart and David Siedel (Birdsboro)
- Firefighters Paul Schirra and Dan Hanley, Kim Kandel and Eugene Reed (Scranton)
- Firefighter Brian L Thorpe (Reading)

### ***2008 Partners in Prevention Award Recipients***

- Lois Douglass (Allentown)
- Allentown Fire Department
- John H. Rathvon (Lancaster)
- Kay Moyer, RN (Manheim)

### ***The Phoenix Award***

- Rachel Magner  
Burn Survivor  
Allentown PA  
(right photo)



# BURN SURVIVOR HOLIDAY PARTY

Burn survivors and family members, burn care team members, fire fighters, and BPF representatives connected with one another, shared experiences and offered each other support at the Burn Survivor Holiday Party on December 7, 2008. Funded by BPF, the annual event welcomed 150 attendees at the Iron Run Country Club, where the atmosphere was one of encouragement, assurance and normalcy. Children's activities included games, crafts and a visit from Santa Claus himself, who gave each child a present.

Burn survivor Anne Callahan (Lord's Valley, PA), age 76, attended this year's holiday party and shared her story. Last August, Anne passed out in her bathroom and fell into her tub, hitting her head. When she reached up, she turned on the faucet and the hot water instantly scalded her shoulder, arm and hands. She spent the next four weeks in the Burn Unit at Lehigh Valley Hospital and credits volunteer Rose Frantz and her surgeon, Dr. Sigrid Blome-Eberwein, for her recovery. She reflects on the need for burn prevention education, "I think these events all happen as accidents... what they do in prevention is important; I never realized how hot water can scald you, for instance." Anne's life-changing experience has left her with a positive outlook that she shares with others. "I am so fortunate, I will never complain, I am so blessed." Anne's case was closed in April 2009.



*Santa had a lot of helpers including area firefighters (right).*

*"I began my relationship with the Burn Prevention Foundation several years ago as a way to be more active in the Philadelphia community. I was a young player at the time and was playing the free safety position, so being an advocate for safety was a natural fit...I know the devastation that fire can have on a family. My kids and I take every precaution to limit the risks in our house. Thus far we've been blessed that it hasn't affected us. The pain and infection I suffered from turf burns pale in comparison to a burn victim. It hurts to put on clothes, take off clothes, sleep, shower. Once it happens the recovery is slow. That's why I support the Burn Prevention Foundation. Safety is the best form of prevention there is."*

*Brian Dawkins  
National Honorary Chairman*



## PHILANTHROPY

# 2008 BRIAN DAWKINS BURN PREVENTION CLASSIC

The skies remained clear and emotions were equally sunny for the 2008 Brian Dawkins Burn Prevention Classic held June 22-23 at Saucon Valley Country Club. The event kicked off with a celebrity and sponsor reception on Friday evening featuring celebrity host and former Philadelphia Eagles Pro-Safety Brian Dawkins, who recently signed with the Denver Broncos. The next morning, the golf tournament began in full swing on the club's renowned Grace Course and Old Course. A cocktail reception, silent and live auctions, awards presentation, and celebrity shoot-out followed the tournament, with net proceeds totaling \$46,000, which benefit the Burn Prevention Foundation's Children's Fire & Burn Safety Programs.

*The youngest celebrity at the event, 5-year old Kyle Lograsso, takes a few practice swings with Brian Dawkins. At age 2, Kyle lost an eye to a rare form of cancer, but since then he has developed a golf swing that is the envy of the PGA. Having beaten pro golfer Daniel Chopra in a closest-to-the-pin contest, Kyle's next goal is to beat Tiger Woods!*



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# PHILANTHROPY

## 2008 CONCOURS D'ELEGANCE VINTAGE CAR SHOW

The Concours D'Elegance of the Eastern United States introduced some new traditions and events at its 19th annual event. Classic and vintage cars and motorcycles celebrating 2008's themes — "A Century of Style and Innovation" and "The Evolution of the Tailfin" — attracted enthusiasts to Northampton Community College's campus for a weekend of automotive shows, events and shopping in support of the Burn Prevention Foundation. This year, car classes were restructured and both wood-bodied cars and contemporary exotics competed in special circles for the first time. A new event, Club Day, featured over 350 cars from 16 area car clubs from the Lehigh Valley and Philadelphia areas.

Also new this year, event goers who took the annual road tour on Saturday morning stopped at Allentown's new "America on Wheels" museum, honoring the evolution of vehicular transportation, and the Concours Hall of Fame was established. In amongst these new features, traditions were also abundant at the event, with the annual Parade of Winners narrated by Grand Marshal William Rothermel, 29 class awards given, and 30 signature Bethlehem Star Awards bestowed. The 2008 celebrity guest speaker was car aficionado, collector and actor, Edward Herrmann. Net proceeds every year help to fund the Burn Prevention Foundation's Fire Safety House initiative to protect infants and toddlers from serious burn injuries.



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*Celebrity guest speaker, Edward Herrmann, enjoys the display of cars with his new friends.*



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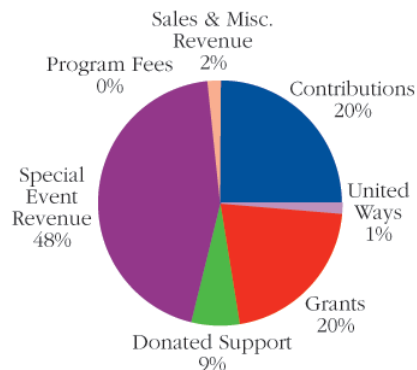
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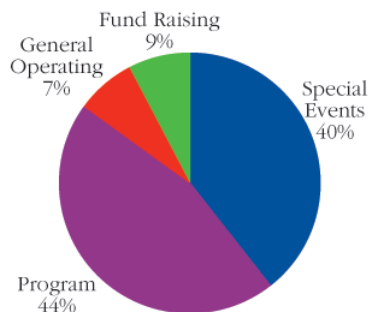


# FINANCIAL REPORT

## 2008 INCOME DISTRIBUTION



## 2008 EXPENSE DISTRIBUTION



*The Burn Prevention Foundation welcomes Michael F. Cilurso to its staff as Fire & Emergency Services Community Relations Director effective March 30, 2009. Recently retired after over 20 years as a pilot for American Airlines, Mike also co-founded a non-profit organization, the Golden Age Air Museum. In his new position, Mike will be responsible for managing and expanding BPF's Fire Safety House programs, generating partnership associations with fire/emergency services organizations, and supporting the growth of the Valley Preferred Spirit of Courage Program.*

## STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED SEPTEMBER 30, 2008 AND 2007

REVENUES AND OTHER SUPPORT	2008	2007
<b>Contributions:</b>		
Corporate/Foundation/Individual	\$ 269,006	\$ 323,819
<b>Contractual Funding:</b>		
United Way-Greater Lehigh Valley	8,189	16,385
Grants	183,902	210,817
Donated Support	78,774	67,012
Special Event Revenue	452,763	457,334
Product Sales	8,412	3,490
Program Fees	1,750	2,750
Miscellaneous Special Events	0	6,348
Miscellaneous Revenue	11,716	4,943
<b>TOTAL REVENUES AND OTHER SUPPORT</b>	<b>\$935,738</b>	<b>\$1,025,886</b>
<b>EXPENSES</b>		
Program Services, General and		
Fund-raising	535,457	570,179
Special Event Expenses	358,501	373,367
<b>TOTAL EXPENSES</b>	<b>893,958</b>	<b>943,496</b>
<b>INCREASE IN NET ASSETS</b>	<b>41,780</b>	<b>82,390</b>
Net Assets, Beginning	244,517	162,127
<b>Net Assets, Ending</b>	<b>\$286,297</b>	<b>\$244,517</b>

# 2008 BOARD OF DIRECTORS

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Lehigh Valley Hospital

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Retired

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Allentown Fire Department

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**Vice President, Program**

Samir P. Ashmar

**Vice President, Program**

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**Secretary**

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Deborah J. Wildonger

**Assistant Treasurer**

Robert J. Hobaugh, Jr., Esq.

*Board member Claude Kohl, Jr. with his wife Lenore at the 2008 Spirit of Courage Awards.*





*The mission of the Burn Prevention Foundation is to provide burn injury prevention education to and advocacy for those at greatest risk.*

*Our primary service area is in Eastern Pennsylvania, although many of our programs and products are utilized worldwide.*

Burn Prevention Foundation  
236 North 17th Street  
Allentown, PA 18104  
610-969-3930  
www.burnprevention.org

# LEARN ABOUT FIRE & BURNS

[www.learnaboutfireandburns.com](http://www.learnaboutfireandburns.com)

## *BPF Introduces New Online Interactive Learning Experience*

The Burn Prevention Foundation's "Learn About Fire and Burns" program focuses on educating specialty audiences — young children, the elderly and those with disabilities about fire and burn safety awareness. The website includes the following:



**Standards Lessons:** A truly unique package of fire and burn safety lessons that correlate directly to Academic Standards for Education



**Surviving Fire:** An interactive role-playing game in which you must choose the right steps to escape a dangerous fire situation



## **Hazard Hunt:**

An interactive learning experience in which you identify and correct fire and burn hazards in several different home environments

## **Learn About Burns:**

Fire and burn prevention curriculum guides for children in PreSchool through Third Grade



## **A Spark Of Knowledge:**

An intervention curriculum and training dvd for juvenile firesetter intervention programs



*This program has been funded by a Fire Prevention and Safety Grant awarded by the U.S. Department of Homeland Security's Federal Emergency Management Agency.*